

**ABSTRACT OF THE DISCLOSURE**

method for generating a virtual radio or television broadcast by downloading data, including content, information, and advertising, in any order from a Web site on the Internet. The data is downloaded to a device that is preferably portable, such an MP3 player or a mobile phone, and can be connected intermittently to the Internet over a wireless connection. Software loaded on the device uses an algorithm, specified by a user or otherwise, to organize the downloaded data into a particular order, such as into a conventional radio or television-style broadcast format. User data and preferences can also be uploaded to the Web site to influence the type of data that is downloaded. A virtual periodically-updated newscast can be similarly generated.

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